

Gimbels
Phone Number
Pennsylvania
5100

Early Any Morning—
8 to 9 o'clock—on your way to work—right at the head of the subway stairs, at our 33d street entrance—there's a deal. That's for your convenience, if you're too busy to shop between 9 and 6.30. We'll take your order at the
GIMBEL SPECIAL SERVICE DESK



The Boys' Sale of Wearpledge Clothes and the Entire Gimbel Stock AT HALF PRICE

still offers the best clothing values for fellows of 3 to 18 that have struck this town. The "Wearpledge" clothing was sold by order of the receivers—and bought at 33½ cents on the dollar. The Gimbel clothes bear their original price tags—and you pay half.

And There Are Excellent Gifts in This List

Mackinaws—Half Price— \$7.50, \$10, \$12.50	Junior Suits—Half Price—\$7.50
Suits—Half Price— \$7.50, \$10, \$15, \$20	Junior Overcoats—Half Price— \$7.50, \$10, \$12.50, \$15, \$20
Overcoats—Half Price— \$7.50, \$10, \$12.50, \$15, \$20, \$25	Junior Wash Suits—Half Price— \$1.75, \$2.50
Raincoats—Half Price— \$6.50 and \$8.50	Junior Novelty and Silk Suits— Half Price—\$3.75, \$6.00, \$7.50
	Khaki Sweaters—Half Price—\$1.50

And We Have Just Received 150 Genuine Patrick Standard Mackinaws in Plaids and Plain Colors—Offered at a Remarkable Price **\$15**

Sale Upstairs, Fourth Floor, and Downstairs Subway Balcony

Favorite Dress Fabrics Offer Savings of 35% to 40%

A dress length of a fashionable fabric is often the most acceptable gift possible.

\$1.95 a yd.	All Wool Ribbed Jersey Cloths, 54 inches wide	\$1.95 a yd.
\$3.50 a yd.	Men's Wear All Wool Serges in navy blue, 54 inches wide.	\$3.50 a yd.
	All Wool Broadcloths, sponged and shrunk. In washed colors and black.	
	All Wool Tricotines, 50 and 54 inches wide. In all the new colors. Plenty of navy and black.	
	All Wool Tweeds, very smart fabrics.	

GIMBELS WOOLEN SHOP—Second Floor



Reduced One-Third Our Entire Stock of Heavy Drapery Fabrics

30,000 yards of high-grade drapery and upholstery fabrics for every type of decorative work drastically price-lowered in this most sensational sale. All standard colors are included. All are 50 inches wide.

Prices Quoted Are the Prices You Pay

Craftsman Canvas.....\$1.50 Yd.	Armure.....\$1.10 to \$5.10 Yd.
Poplin and Repp.....\$1.00 to \$2.60 Yd.	Casement Cloth \$1.90 to \$2.85 Yd.
50 inches wide \$1.00 to \$2.60 Yd.	Tapestry.....\$2.45 to \$18.35 Yd.
Cotton Taffeta \$1.00 to \$1.20 Yd.	Damask.....\$3.00 to \$7.65 Yd.
Monks and Friars.....\$1.65 to \$1.75 Yd.	Silk Poplin.....\$3.50 Yd.
	Velours.....\$2.65 to \$9.65 Yd.

And You Save a Third On

Our Entire Stock of Lace Curtains: Bed Spreads: Panels.

GIMBELS UPHOLSTERY SHOP—Sixth Floor

GIMBEL BROTHERS

32ND STREET-BROADWAY-33RD STREET NEW YORK CITY
The Store of a Million Gifts

New Tie-Around Blouses

in Exquisitely Shaded Georgette and Delightfully Designed Models

1000 of Them
All Priced At

\$5

Choose Them
for Gifts

The five sketches show the styles—and suggest the attractive trimmings of lace, of silk braid of rattail braid, of dainty bows and buttons. But the shades really must be seen—

Bisque Peach Honey Dew Brown Copenhagen
Oriol Gold Orient Flesh White
CHRISTMAS BOXES — IF YOU WANT THEM.



GIMBELS BLOUSE SHOP—Third Floor

SALE! Diamond Jewelry

Reduced ONE-HALF to ONE-THIRD from Our Marked Prices to Make This A Great Gift-Choosing Event

RINGS REDUCED 33½% to 50%

Platinum, single diamond; 3 diamonds in shank, \$600	Platinum sapphire and diamond ring with four square sapphires and 18 diamonds, \$350	14kt. green gold, platinum top, 3 diamonds, \$33
Platinum, single stone, diamond ring, \$375	Platinum, fancy open-work effect, 11 diamonds, \$175	14kt. green gold, platinum top, 7 diamonds, \$100
Platinum, single diamond, with three diamonds on each side, \$900	Platinum, filigree setting, with 9 diamonds, \$185	14kt. green gold, platinum top, 3 diamonds, \$65
Gold and platinum, single stone diamond, \$195	Platinum, 3 large diamonds, 12 small ones, \$360	Platinum guard ring with 26 diamonds, \$200
Platinum, single diamond, with 10 diamonds on each side of the shank, \$1050	Platinum, filigree design, 17 diamonds, \$300	Platinum guard ring, 14 diamonds, \$130
14k. gold single diamond ring with platinum head, \$175	Platinum, filigree setting, with 16 diamonds, \$225	Man's ring, 14kt. gold, gypsy setting, brown diamond, \$100
14k. gold ring with one diamond, platinum head, \$150	Platinum, filigree design, with 12 diamonds, \$165	Man's ring, 14kt. gold and platinum, square top, one diamond, \$100
14k. gold ring with one diamond, platinum head, \$75	Platinum, filigree setting, with 15 diamonds, \$165	Man's ring, 14kt. gold and platinum, square top, \$75
	14kt. green gold, platinum top, nine diamonds, \$75	Man's ring, 14kt. gold; gypsy setting, one star sapphire, \$45

BROOCHES AND BAR PINS REDUCED 1½ to 1½

Platinum Bar Pin, gold pin, fancy design, 29 diamonds, \$475	Platinum Bar Pin, gold pin, filigree setting, 11 diamonds, \$375	Platinum Bar Pin, gold pin, 11 diamonds, \$185
Platinum Bar Pin, gold pin, fancy design, 17 diamonds, \$400	Platinum Bar Pin, gold pin, filigree design, 11 diamonds, \$300	Platinum Bar Pin, gold pin, 17 diamonds, \$167.50
Platinum Brooch, gold pin, 9 diamonds, \$250	Platinum Brooch, gold pin, 7 diamonds, \$112.50	Platinum Bar Pin, gold pin, 9 diamonds, \$195
Platinum Bar Pin, gold pin, filigree design, 27 diamonds, \$375	Platinum Brooch, gold pin, 11 diamonds, \$107.50	14kt. white gold Bar Pin, filigree design, 1 diamond, \$40

Other Platinum Jewelry, including bracelets, wrist watches, cuff links, studs and any number of novelty and staple articles. All offered at similar reductions. Prices range from \$30.00 to \$900.00.

GIMBELS JEWELRY SHOP—Main Floor

Sale! Half Price and Less on Smart Genuine Leather Coats \$29.50 and \$39.50



210 Excellent, Warm Coats, of "Sturmleather," Lined with Soft, Cozy Suede Cloth—at these Prices for Two Days.

For Motoring
For Skating
For Tramping
For Rainy-Day Wear

The models are smart, too—the three sketches show that. And they're ever-so-well tailored in every detail. Various lengths and styles.

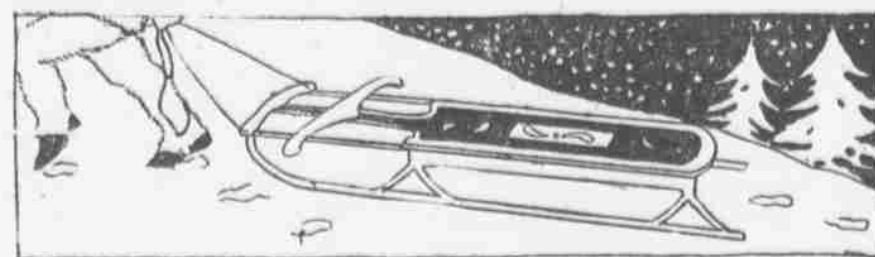
Tan and Russet Brown and a few bright shades

AN EXCELLENT GIFT FOR THE OUT-OF-DOOR WOMAN

GIMBELS WOMEN'S COAT SHOP—Third Floor

Save \$100
\$100 cut right from the price of any new piano—new grand piano—or new player piano in our entire stock. And you have two whole years to pay.
Gimbels Music Salons—Eighth Floor
Open Evenings Until 9 o'clock.

For Other
Gimbel News
See Page 22



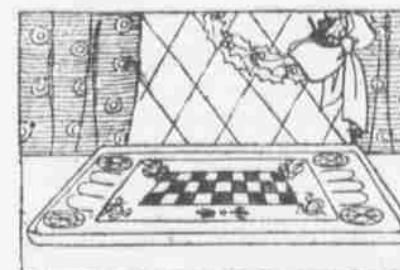
Oh Boy! Here's Your Zippiest Flexible Flyer: Reduced

Yes—it's the original steering sled with patent groove runner and everything. No imitations—you can bet your boots in Santa's Joy-Toyland—Gimbels Land of the Christmas Star

\$3.25



Santa's Fastest Autos
3 smartest-ever styles; lots of colors and designs—all to go to lucky kiddies' toy garages. Special..... **\$13.95**



Carrom: Crokinole Board
2 surfaces, very finely finished; plays 57 games; complete with equipment book of rules. Special..... **\$4.95**



Santa's Pet Dollies
10 kinds of darling dollies in one best-ever group; some are reduced as much as half. All lovely. Special..... **\$5.00**



Tree Ornaments: Half
Dozens of different styles of tree ornaments at just half-price. Special: Some at 35c a box. Others at..... **40c**

GIMBELS LAND OF THE CHRISTMAS STAR—Fourth and Sixth Floors

We Have Just Received
Several Hundred New

Men's Winter-Weight Society Brand Overcoats

which, because of the manufacturer's concession and the shading of our profits will be sold at **40% OFF**

You Pay **\$37.50 \$45 \$50**

and every Society Brand Overcoat in stock will be reduced to meet these new prices.

Here you are—the supreme event of its kind. Overcoats that are known for smartness, known for warmth, known for quality—and rarely known to be sold at less than a standard price.

The splendid all-wool fabrics assure ample warmth and Society Brand tailoring is a guarantee of distinctive style and lasting smartness.

Usters, raglans, single and double breasted models,
\$37.50 \$45 \$50

And a most impressive group of Society Brand Suits in all the newer models, materials and shades,
\$37.50 \$45 \$58

Prices Quoted are the Prices You Pay

GIMBELS MEN'S CLOTHING SHOP—Fourth Floor



Society
Brand
Clothes